

Osteoporosis **Mass Media** Reporting Form

Please complete and mail, fax or e-mail to:

Jennye Grider, Osteoporosis Program Manager

Department for Public Health

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Date(s) Begin ____-____-____ End ____-____-____		County(ies) _____			Contact Person: _____ Responsible Organization _____	
Topic(s) Covered	Purpose	Media Type	Number of airings, sites, hits etc	Estimated reach (# of people exposed, or impacted)	Primary Target Audience(s)	Estimated Cost or in-kind value if donated
<input type="checkbox"/> Osteoporosis, General Awareness <input type="checkbox"/> Primary prevention <input type="checkbox"/> Exercise <input type="checkbox"/> Nutrition <input type="checkbox"/> Secondary Prevention <input type="checkbox"/> Exercise <input type="checkbox"/> Nutrition <input type="checkbox"/> Fall Prevention <input type="checkbox"/> Screening/testing <input type="checkbox"/> Medications <input type="checkbox"/> Other	<input type="checkbox"/> General Awareness <input type="checkbox"/> Individual Behavior Change <input type="checkbox"/> Policy Change	<input type="checkbox"/> Newspaper <input type="checkbox"/> Newsletter <input type="checkbox"/> Radio <input type="checkbox"/> Radio Show <input type="checkbox"/> TV <input type="checkbox"/> Billboard <input type="checkbox"/> Cinema Ad <input type="checkbox"/> Website <input type="checkbox"/> List serve/Web Name of Outlet _____			<input type="checkbox"/> Children 9 & below <input type="checkbox"/> Girls-Youth 10-18 <input type="checkbox"/> Women 19-44 <input type="checkbox"/> Women 45-59 <input type="checkbox"/> Women 60+ <input type="checkbox"/> Boys-Youth 10-18 <input type="checkbox"/> Men 19-44 <input type="checkbox"/> Men 45-59 <input type="checkbox"/> Men 60+	Paid \$ _____ Value \$ _____ Earned _____
General Description/Comments:						<div style="border: 2px solid black; padding: 5px;"> Source(s) of Funding or In-Kind </div>